



CASE STUDY

STERLITE COPPER'S RESPONSIVE WEBSITE REDESIGN

INTRODUCTION

We recently underwent a responsive website redesign for STERLITE COPPER LTD which represent the Copper business of Sesa Sterlite Limited. The Copper business of Sesa Sterlite Limited (Sterlite Copper) is well positioned in the key core sector industries, has a strong track record of performance. It is already having the dynamic website but due to the internet with its vast quantity of information, and the fairly recent advent and widespread availability of smart phone, a large segment of the market no longer obtains their information from the advertising methods mentioned a while ago. So the planning was to revamp the old website and to make the new website in an advanced manner.

So, this turned out to be a challenging and confusing process, and finding resources to guide us through it wasn't easy. A lot of the information we used to guide us was contradictory or incomplete, and we figured there must be a lot of people equally perplexed. With this in mind, we put together this history of our process with the hope that it would be useful to other designers and organizations venturing into the world of responsive design.

We serves as the official unveiling of the company's redesigned corporate identity. In an industry where companies seem to blend together and individuality often lacks, NTSP's newly designed website offers its visitors a completely unique online experience. According to us, the new website and brand revamp are key elements of the company's strategic vision for growth and development.

THE CHALLENGE:

To maintain their status as leaders in the Copper industry, Sterlite Copper needed a modern web and mobile presence and an improved membership experience with all the advance features. Mainly Sterlite Copper Ltd. wants to represents its own website in an advance and rich way which will help to increase their business growth. The below are the basic challenge for us to adopt:

Change in Technology

New technology springs up in the constantly evolving virtual world. The number of people accessing the internet is increasing exponentially and the ways in which they access the net is also evolving. This behavior calls for suitable update of web content on your website. It can be difficult to survive in the online world if one fails to keep up with the pace of the evolving technology.

Changing in Psychology

The way people used to think about and react to website around the year 2000 is drastically different than the mindset of internet users of today. The overall change in lifestyle made by modern technology like laptops, tablets, smartphones and social media platforms needs to be taken into consideration when thinking appraising a website. For example the use of introductory pages was popular back then but now people don't like them. Although such changes are rooted in website design, they inevitably affect the web copy as well.

Change in Business

As time moves forward, so do businesses (hopefully). A company may open up new branches as it expands or a business may offer new products or services that it did not a few years ago. All these changes are important and need to be shared with your target market. By putting in some new web content writing, you can update your website to reflect the changes. As a rule of thumb it's a good idea to update a website every 2 years. However, small changes may need to be made more frequently depending on the actual change your business goes through.

Change in Interest

It's human nature to be bored by looking at the same thing over and over again. What this means for websites is that the visitors get bored when they see the same information up on the website every time they visit the site. Bored visitors are not your customers, hence you should change your information to keep our visitors from getting bored. When your visitors start losing interest in your website, you will start losing buyers which means losing money – hardly the objective of any business owner.

Change in Visibility

If your website is not getting a top search engine ranking, it may be a sign to revamp your website by adding web content that is search engine optimized. Without the SEO content your website will not be search engine friendly, which means no one will be able to see it. Revamping the website by weaving in SEO copywriting will fix this problem and get you in the eyes of your target market.

Change in Competition

The cut throat competition in the online world is only getting worse with every day, with every website, with every service provider that props up in the virtual world. Regardless of the industry/market/niche your business is toiling in, chances are you have your fair share of competitors and they are doing all they can to beat you. You need to be mindful of the competition e.g. if a competitor has revamped its website, it might be for a good reason that may apply to you as well.

Change in Culture

If your web content contains outdated verbiage, old-fashioned slang or lack the new-fashioned one, your website will reek of the past and people visiting your website will think you are not up to date and make the same conclusion about your products or services.

THE GOALS

- Deliver a consistent user experience across all devices
- Enable potential customers to find the right information on any screen size
- Drive conversions, measured as inquiries

REVIEW OF RESPONSIVE WEB DESIGN

Let's start with a quick review of responsive design. With the multitude of devices that exist today ranging in size from big screen televisions to mobile phones, it's not practical to design a site for each of these experiences. We say experiences rather than devices to highlight the fact that we tend to use the internet differently on a tablet than on a TV. The differences between these devices are not just sizes but the types of things we prefer and are likely to do on them, such as opening a new account (better on desktop) or quickly checking for updates (convenient on mobile). With people accessing the internet more and more from these devices each year, investing in a responsive site is an important consideration for any redesign.

OUR PROCESS AND METHODOLOGY

While we have done the responsive website design, we have checked the following point.

- Improve Graphics
- Updated Content
- Style Guide
- Responsive Grid
- Media Queries
- Breakpoints
- Progressive Enhancement
- Flexible Images
- Browser Support

THE SOLUTION

One of the primary goals was to give Sterlite Copper a more modern and consistent look with the corporate features. Using a responsive approach, our designers created a design signal that is clean, yet visually rich. The combination of a traditional 960 grid layout with a responsive grid delivers a highly usable experience at all screen resolutions, including tablet and mobile devices.

An important aspect of the project involved restructuring the site and reorganizing the content. The new website is modern and designed with the user in mind. Visitors can expect a noticeably improved logo design, simplified navigation and a responsive design for both mobile and tablet users. The new website 'meets visitors where they are,' meaning no matter the device is present. A responsive content strategy prioritized information based on device, without losing the rich, full-site experience.



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Our Company



Sterlite Copper is a business Unit of Sesa Sterlite Limited ("Sesa Sterlite"), Sesa Sterlite, a Vedanta Group company

People & Careers



The real race for excellence is the one where you sprint against yourself, endeavor to outperform and raise the bar, time after time.

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